



2014 FALL SHOWCASE

September 2014

Sept 9 Hampton Roads
Sept 10 Richmond, VA

FALL SHOWCASE BOOTH SHOW END-USER FORMAT

Each booth Includes a 10' x 8'
Booth and an 8' Skirted Table
Extra small tables can be ordered
through the decorator - Exhibits
Inc - all tables must fit within the
10' x8' footprint of the booth

PLEASE COMPLETE THE FIELDS BELOW....

Company Name: _____
 UPIC # _____ PPAI # _____ ASI# _____ SAGE# _____
 Billing Contact Name: _____
 Billing Contact E-mail Address: _____
 Billing Address: _____
 City: _____ State: _____ Zip Code: _____
 Billing Contact Phone: _____ Fax: _____
 Show Contact: _____
 Show Rep Email: _____ Show Contact Phone: _____
 Company Website: _____
 Will you have a Pop-Up display? Yes No If yes, will you still need a table? Yes No
 Extra Badges Needed: (List Name and Company) _____
 Multi-Line Reps - List Lines Carried in VA _____

RESERVE YOUR SPOT. COMPLETE THIS SECTION AND RETURN. SELECT ALL THAT APPLY.

Exhibit Both Days
 First Booth & Table..... \$900 (\$450 per day)
 Extra Booth & Table..... \$300 (\$150 per day) x _____
 Electricity.....\$100

Exhibit Hampton Roads Only
 First Booth & Table..... \$375
 Extra Booth & Table.....\$175 x _____
 Electricity.....\$50

Exhibit Richmond Only
 First Booth & Table..... \$600
 Extra Booth & Table..... \$175 x _____
 Electricity.....\$50

EXTRAS
 Show Sponsorship.....\$400
 Product Sponsorship Bags Pens Calendars Lanyards Other
 (Provide 600 units of the above items)

DUES (Please note: All exhibitors are required to be a VAPPA member)
 Include my 2014 VAPPA dues in my payment.....\$125
 My 2014 VAPPA dues are current..... PAID

FALL SHOW SPONSOR \$400 4 available

- Premium placement on show floor
- Logo recognition on signage & commun
- Logo recognition and link on website

Fall Exhibit Costs \$ _____
 Extras \$ _____
 Dues \$ _____
Total Due \$ _____

- Send Me An Invoice
- Pay It Now
 Complete Payment Info
 on backside of form

FAX, EMAIL or MAIL THIS FORM:
VAPPA PO Box 56283
Virginia Beach, Virginia 23456

Fax: (866) 373-5791

Email: dana@vappa.biz

PAY

OPTION 1: Check Enclosed # _____ (Make payable to: VAPPA)

OPTION 2: Pay By Credit Card Credit (Visa MC AMEX)

Card#: _____ CVV Code _____ Exp Date: _____

Signature for Credit Card: _____

RULES & REGULATIONS

The rules and regulations below are understood and accepted as part of the contract between the Mid-Atlantic Promotional Products Association (MAPPA) DBA VAPPA (Virginia Promotional Products Association) and those who rent space at The Spring EXPO 2014 or the Fall Showcase 2014.

EXHIBITS FEES

1. Official exhibits are in the ballroom of the contracted venues decided by MAPPA. Exhibiting elsewhere violates Exposition Regulations. MAPPA shows have been designated as non-smoking shows during exhibit hours except in designated areas.
2. Exhibit space will be assigned on a first-come, first-serve system established by MAPPA according to receipt of the exhibitor's Space Reservation Agreement and payment of the booth fee.
3. An exhibiting company may reserve space only for its own use and may not assign or sublet space to other exhibitors.
4. Payment of exhibit fee guarantees space in the Exposition.
5. Show fees start at \$275 for the Spring EXPO & \$900 for the Fall Showcase. (Exhibitors must have a current MAPPA membership in order to participate. The \$125 membership fee will be due upon submission of the space reservation agreement, if it has not already been paid) Fee includes all locations.
6. The exhibit fee is not refundable, without exception if cancellation is provided after January 15, 2014 for the Spring EXPO and August 10, 2014 for the Fall Showcase. All cancellations must be submitted to MAPPA in writing no later than January 15, 2014 for Spring EXPO and by August 10, 2014 for the Fall Showcase for a refund to be issued. No refunds will be issued after this time. You may fax your request to 866.373.5791, or e-mail them to Dana@whymappa.org.

MOVE-IN, EXHIBIT HOURS, MOVE-OUT

7. Official exhibit days and hours stated in the above information.
8. Exhibits shall remain open for the full duration of official exhibit hours and shall be closed at all other times.
9. Show space shall be available for occupancy by the exhibitor at the above listed times.
10. Exhibits not occupied by the exhibitor by these stated times shall be forfeited by the exhibitor and the space may be resold and reassigned by the Association without refund, unless arrangements for delayed occupancy have been approved by the show management.
11. Exhibitors, organizations and participating registrants shall not hold business or social functions to which distributors are invited during official exhibit hours.
12. Exhibitors shall not be permitted to dismantle their exhibits, nor do any packing until set break down times (see above) on all show days. Exhibitors must make arrangements for outbound movements by filling out bills of lading, routing, etc. at the registration desk any time before departure.

BOOTH STANDARDS

13. All in-line booths shall conform to the booth construction standards set forth in the display rules and regulations published and endorsed by professional trade show industry organizations. Back panels shall not exceed eight feet in height, including a sign, nor extend out from the back wall more than 50 percent of the booth depth. Side panels and counters shall not exceed 36 inches in height. Constructed exhibits and products on display shall not exceed this dimension. Any unfinished side of an exhibitor's display extending above 36-inch side draping must be draped or finished at the exhibitor's expense, so as not to be objectionable to adjacent exhibitors.
14. Eight-foot high draped backgrounds and one eight (8)-foot table, draped, will be provided for the Fall Showcase and 8-foot skirted tables for the Spring EXPO.

SERVICE CONTRACTOR/DECORATOR AND MATERIAL HANDLING

15. All requests for services, furniture, additional draping, carpeting, decorations and additional signs are to be handled at the exhibitor's expense directly with Exhibits, Inc.
16. The service contractor/decorator will handle all freight and drayage. Instructions for freight and drayage will accompany the exhibitor kit.
17. No trunks, cases or packing materials shall be brought into or out of the exhibit area during exhibit hours.

ELECTRICAL

18. Outlets are not part of your show space (unless noted above). Arrangement for electricity must be made on your Space Reservation Agreement. You will be responsible for any electrical charges.

EXHIBIT STAFF

SIGNS AND ADVERTISING DEVICES/DISTRIBUTION OF ADVERTISING MATERIAL

19. No signs or advertising devices shall be displayed outside exhibit space. Nothing shall be posted, tacked or otherwise attached to columns, walls, floors or other parts of the building or furniture. Signs may not identify the location of the exhibitor's place of business.
20. No company name, address or phone number shall appear on any catalogs, sheets or other exhibit material. ASI number, PPAI number, UPIC, and line name are acceptable. Sample order forms and special distributor promotional literature may not be displayed. Exhibitors shall not distribute or display products, circulars, catalogs or publications outside the confines of their booth. Business cards may not be given to clients or distributors. (apply to End-user Shows). Only list prices may be displayed, quoted or discussed. Net costs or discounts must not be mentioned to clients or distributors.
21. Exhibitors shall not congregate or solicit trade in the aisles and no exhibitor shall conduct himself in a manner offensive to decency or good taste.
22. All members of exhibit staff shall be registered IN ADVANCE of the Exposition by the exhibitor on the Space Reservation Agreement. Exhibitors may not invite guests or non-industry distributors.
23. Members of the exhibit staff shall be full-time employees of exhibitors or shall be employed for the duration of the Exposition. Badges for exhibit staff are not transferable. This regulation, however, shall in no way prohibit employment of professional models or demonstrators for part-time duty with exhibitors. Costumed members of exhibit staff wearing product or location information must stay within the booth space while so attired. Exhibitors are prohibited from permitting distributors to work their booths.

PROTECTION OF PROPERTY AND LIABILITY

24. Each exhibitor must make provisions for the safekeeping of his goods before the opening, during and after the closing of the Exposition. No responsibility is assumed by MAPPA or service contractor for merchandise lost or damaged. Exhibitor must insure his goods at his own expense.
25. Exhibitor agrees to hold forever harmless MAPPA (the Association) and the service contractor from any damage charges imposed for violation of any law or ordinance or to comply with applicable terms in the agreement between the service contractor and MAPPA and that MAPPA and the service contractor shall not be liable to any exhibitor for any accident or other occurrence to exhibitor, his agents, employees or business contacts or guests, which arise by reason of occupancy of the exhibition premises.

FRANCHISED EXHIBITORS

26. Franchised exhibitors must give information requested by clients of a non-franchised distributor via the MAPPA registration desk. Follow-up material is to be sent to the non-franchised distributor with the stipulation that any resulting order will be placed through a franchised distributor.

MULTI-LINE REPRESENTATIVES

27. All displays should be tastefully and professionally presented so as to avoid over-crowding of your booth space.

VIOLATIONS

28. Exhibitors or their staff who violate any of the show rules and regulations are subject to an assessment of \$100 for each violation and/or forfeiture of exhibit privileges for future shows. Repeated violations will result in a five-year loss of privilege to exhibit or to attend future shows.
29. The penalty for allowing unauthorized personnel to wear an exhibitor's badge is revocation of exhibit privileges for five years. The penalty for distributors who register non-member distributors or non-industry suppliers or any unauthorized person as their company's personnel or client is \$100 for each violation and/or loss of privilege to attend future shows.

LEGAL COMPLIANCE

30. Exhibitor agrees to indemnify and hold harmless the Mid-Atlantic Promotional Products Association (MAPPA), its officers and directors against any and all losses, damages, costs, expenses and liabilities which they or any of them may hereafter suffer, incur or pay by reason of any act or omission by one of the exhibitor's representatives that takes place at or in conjunction with the exposition or social activities in conjunction with the exposition. Exhibitor further agrees to pay and discharge forthwith on demand each such debt, obligation or claim which shall be made, assigned or apportioned against MAPPA, its officers or directors.

ADDITIONAL REGULATIONS

31. Exhibitor shall observe and abide by any additional regulations made from time to time by the official representatives of MAPPA, its officers and employees for efficient and safe operation of the Exposition.